Prevention Institute’s Resources
The Conversation on Prevention: Health Reform Rapid Response

Sign up for Prevention Institute’s Health Reform Rapid Response Network:
preventioninstitute.org/alerts
Tips to Guide your Conversation

Countering the "blame the individual" frame in your letters to the editor, op-eds, and conversations with the media requires that you shift the conversation upstream by describing the social, economic and physical environments that foster or hinder healthy behaviors.

How to Cue the Environment:

[We have pulled these tips from "What Surrounds Us, Shapes Us," a Berkeley Media Studies Group document released through Strategic Alliance. We encourage you to read the entire document, here.]

Paint a picture that describes why healthy communities matter: When neighborhoods don’t have clean parks, places to walk, vibrant retail, or healthy food available, everyone’s health suffers. By cueing the environment you can shift the discussion to the environment’s impact and constraints on individual choice.

What you can do:

- **Send your congressperson a letter today, educating them about importance of community prevention:** we’ve made it easy, with tailored emails that you can send directly to your legislators.
- **Join Prevention Institute and sign on to the National Prevention Strateg Support Statement,** to demonstrate our support for the concept of having a government-wide approach to prevention. This statement is designed to express that support for having a government-wide approach to prevention. Deadline: close of business, Monday, June 13th. [http://healthyamericans.org/assets/files/nps%20sign%20on%20final.pdf](http://healthyamericans.org/assets/files/nps%20sign%20on%20final.pdf)
- **Make sure we have your zip code.** We want to be able to mobilize people right where you live. [Update your information here](http://example.com/update-information).
Writing and Framing Community Success Stories

Community prevention works: it builds healthier communities, saves money and supports equity. Here are our suggestions for capturing and reflecting the full impact of your community prevention efforts:

- Keep it local.
- Include benefits to the economy.
- Use real people and stories.
- Connect policy, project, and savings.

Community Prevention talking points

Data and talking points to guide your conversation on community prevention:

- Prevention works.
- Prevention makes our health care system healthier.
- Prevention saves money and lives.
- The public wants prevention.
- Community prevention is local.
- Prevention is good for business.